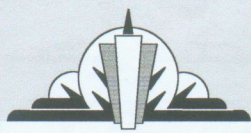


Lifestyle

Ford For You



Upcoming Events:

Monday:

Opening Night!
New Jazz Dance
Club!
123 E. Egg Rd.

Tuesday:

Yachting Voyage
departing from
East Egg Marina
at 10:00 AM.

Wednesday:

Automobile
Show at 7:00 PM
East Egg Coun-
try Club; Special
Guest Henry
Ford!

Thursday:

Attention all
Polo players!
Polo pony
auction.
Great prices and
selection!

Friday:

Restaurant
Opening!
Green Light Cafe
(located just off
East Egg Ave.)

In an effort to increase their sales, recently the Ford Motor Company reduced the price of every vehicle to make them more affordable for consumers. It reduced the price of the Runabout to \$465, the Touring to \$510, the Coupe is now \$745, the Sedan to \$795, the Truck with pneumatic tires to \$545, and even the Fordson Tractor is reduced to \$790. With these price reductions the Ford Motor Company hopes to place a

Ford car in every American home.

In a recent national pole, the American public chose Ford prices over its competitors - Chevrolet, GMC, and Dodge. A thirty year old executive commented that "[his] first car will be a Ford."

Company CEO - Henry Ford - stated that the success of the assembly line is what has allowed Ford Motor Company to reduce its prices and maintain its quality.

FORD PRICES REDUCED!

EFFECTIVE SEPTEMBER 22, 1920

We are in receipt of a telegram from the Ford Motor Co., announcing a general reduction in the prices of all Ford cars and the Fordson Tractor, as follows:

Runabout	\$465.00
Touring	510.00
Coupe	745.00
Sedan	795.00
Truck, pneumatic tires	545.00
Tractor	790.00

All Above Prices f. o. b. factory.

All cars equipped with electric starter. Now booking orders at the new prices. Place your order immediately and avoid disappointment.

Rockingham Motor Co., Inc.
HARRISONBURG, VA.
THE GARRISON PRESS, HARRISONBURG, VA.

Check out these prices in
this add from Ford Motor
Company.

The Three-Thousand Dollar Car

Mr. Tom Buchanan, a wealthy man living on Long Island's East Egg, purchased the first-ever Coupe that includes innovative features as a radio and a new device which produces cold air even in hot weather which is call air conditioning. It also includes a leather interior with matching travel bags. The safety features in-

clude a new device called a seat belt and new Bell brakes. This revolutionary was



Buchanan's unique automobile is pictured above.

produced especially for Mr. Buchanan and is said to have cost five-thousand dollars.

When asked about his new car Mr. Buchanan proudly stated that the two-seater is perfect for him and his wife. Commenting on the speed he said it "tops-out" at seventy miles per hour - making it the fastest car in New York City.